

# ABSTRACT OF THE DISCLOSURE

A content supplying apparatus includes a multimedia content server which keeps a list of coding parameters at predetermined bit rates. The coding parameters for transmitting a bit stream are determined in accordance with a transmission capacity based on the coding parameter list. Based on the obtained coding parameters, the bit stream is converted and is transmitted to a transmission channel.

1. A content supplying apparatus comprising:  
a multimedia content server which keeps a list of coding parameters at predetermined bit rates;  
a transmission capacity determining unit which determines coding parameters for transmitting a bit stream in accordance with a transmission capacity based on the coding parameter list;  
a converting unit which converts the bit stream based on the obtained coding parameters;  
a transmitting unit which transmits the converted bit stream to a transmission channel.